

Rolfs, Daniel

From: Taylor Brengel [taylor@twallenterprises.com]
Sent: Monday, March 18, 2013 9:38 AM
To: Rolfs, Daniel
Cc: Terrence Wall; Tyler Warner
Subject: Re: 800 North Block East Washington Ave - communication

Dan,

Thank you for forwarding this information.

As we reviewed CD Smith's numbers, we realized that they made errors on our numbers which turned out in their favor. Specifically, we have **288**, not 270, residential units, and we have **476** parking stalls not 468. Accordingly, their ratios are off. Furthermore, the constant parking ratios include office parking, which our project will not require. These corrections are based on the numbers in the Staff Report that you sent out a couple weeks ago.

I would appreciate if teams stuck to what their individual numbers are instead of manipulating our numbers to inflate their project's value. We will have ample time to present our projects to the neighborhood and the committee between Wednesday and Thursday this week.

Again, Dan, I appreciate your understanding and help with this. We really value all of the time that you and the committee have spent deliberating the developers for this project and we look forward to the end-result. If you have any questions, please do not hesitate contacting me.

Best,
Taylor

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On Mar 18, 2013, at 9:06 AM, "Rolfs, Daniel" <DRolfs@cityofmadison.com> wrote:

At the request of the C. D. Smith team, staff is forwarding the attached cover letter and parking ratio analysis for your review. This will also be entered into the Legistar record.

See you Thursday night.
dwr

Dan Rolfs, AICP

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<10071 - CD Smith Parking Matrix Cover Letter_031513 - 800 North Block East
Washington Ave.pdf><10071 - CD Smith Parking Ratio Analysis 03142013 - 800 North
Block East Washington Ave.pdf>

Rolfs, Daniel

From: Terrence Wall [terrence@twallenterprises.com]
Sent: Monday, March 18, 2013 9:31 AM
To: Rolfs, Daniel
Subject: Re: 800 North Block East Washington Ave - communication

Dan -

Thank you for sending all parties a copy of the CD Smith analysis. This is the right way to do things; open and transparent.

Please forward the following letter to the committee correcting the errors in the analysis.

CD Smith used incorrect data in analyzing the parking for the T. Wall proposal. In fact, there are too many errors to list here. In summary, however, our proposal includes one parking space under the buildings for *each* of our apartment units plus a parking ratio of 4.0 for the commercial space - parked on the surface inside the center of the development. We also use the commercial parking spaces at night for the parking of additional cars for any two-bedroom units and guest parking, thereby making our proposal more 'green' by utilizing the same spaces twice in some cases.

CD Smith's analysis falsely presents conclusions based upon using incorrect data, which doesn't even match up with the city's data table comparing the three proposals.

More importantly, it's the type of parking that counts that really matters. Apartment residents do not want to spend time driving up and around inside a multi-level parking ramp each evening nor each morning on their way to work. The time delays to the residents as they sit and wait each morning while other residents' vehicles in front of them try to exit the ramp will be significant. (Think of trying to exit the ramp at the Overture or any sporting event after a performance when everyone is leaving at the same time.)

I should know this, because we learned about this challenge with our 1432 car parking ramp at City Center West. During the first year, employees were waiting more than a half hour just to exit the five level ramp at the end of the work day! Fortunately, we were able to work with our commercial tenants to create staggered work hours so that employees could arrive and leave at different intervals. However, that is not possible in a ramp serving primarily residential tenants; they have to leave to get to work based upon what their employers' requirements for starting times are.

Likewise, grocery store patrons do not have the patience to be driving into a ramp for a quick, after work stop at the grocery store. They simply will not utilize a ramp to shop at a grocery store. (Think about having to take your grocery cart up an elevator and fighting for space on that elevator with other grocery carts - and having to wait for the elevator as other patrons use it.) Think of Metcalfe's store at Hilldale. I am not aware of any grocery store patrons parking in the Hilldale parking ramp to go to the grocery store; they all park in the surface parking lot, and if necessary, drive in circles until a parking space opens up.) Yes, there are grocery or other retail stores like Target at Hilldale and WalMart in Monona, where a patron can drive directly under the building, at-grade, and immediately park and then use an escalator and grocery cart escalator that they do not have to wait for, to access the store. However, I am not aware of any grocery store in the a city the size of Madison, let alone anywhere in the U.S., where patrons have to use a multi-level parking ramp to patronize a *grocery* store.

Our proposal has the MOST density and the most residential units. We provide the best solution to the parking challenges that will lead to a successful and financial sustainable development. And we want to be careful about not cannibalizing the Willy Street co-op, and we want didn't want to provide more commercial space then is needed at this time; leaving room in the market for future adjacent developments to also provide some commercial space rather than having our development rely on usurping the demand for the commercial space for the Constellation or other future projects in the neighborhood. It's about achieving the right balance.

Thank you for allowing me to correct the errors in the CD Smith analysis.

Terrence Wall